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Typography Day Papers 2014

Typography and Culture
by
Typoday 2014
Symbiosis Institute of Design, Pune

Source:
https://www.dsource.in/resource/typography-day-papers-2014

1. Introduction
2. International Speakers
3. National Speakers
4. Student Speakers
5. Poster Presentations
6. Video
7. References
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Introduction

Typography Day was being organized for the seventh time from 28th Feb to 2nd of March 2014 hosted by Symbiosis Institute of Design, Pune in collaboration with the Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme of the event was: '**Typography and Culture**'.

The Conference focused on the following issues:

1. Experiments and Explorations in typography and culture.
2. Cross-cultural typography
3. Typography design with multilingual scripts.
4. Typography design in native (indigenous) Scripts.
5. Typography design within local contexts.
6. Research activities in typography and culture.
7. Education in local language typography

Sub-themes for the conference:
The conference focused on the following sub-themes:

- **Typography and culture in education**
  - Instructional Aid, Displays, Information Graphics

- **Digital typography and culture**
  - Mobile devices, Tablets, Web Typography

- **Environmental Typography and culture**
  - Signage, Installations, Graffiti or Street Art, Architecture

- **Commercial typography and culture**
  - Advertisements, Packaging, Retail, Product graphics, Fashion

- **Vernacular typography and culture**
  - Native Calligraphy, Culture and Typography, Indigenous scripts

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- **Visual Literacy with respect to Typography and culture**
  - Visual Ergonomics, Cognitive studies, Human Machine Interface, Reading experiences

- **Typography and culture in Media**
  - Television, Movie titling, Movie posters, Subtitling, Typography in motion

Here you can find the selected final juried papers for the conference Typography Day 2014 with the theme of ‘**Typography and Culture**’.

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1. Introduction
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International Speakers

The list of papers was selected for presentation during the Typography Day 2014 Conference.

1. Jeff Pulaski and Joey Hannaford, USA
Letterpress Light Workshop

Download Paper:
• Jeff_Pulaski_Joey_Hannaford_typographyday2013.....

2. Mahmood Mazaheri Tari, Iran
Bitmap Type three Centuries

Download Paper:
• mahmood_mazaheri_tari_typographyday2013.....

3. Felsing, Switzerland
Multilingual typography

Download Paper:
• felsing_typographyday2013.....

4. Meaghan Anne Dee and Cassie Hester, USA
Sensory experiences in Typography

Download Paper:
• meaghan_anne_dee_typographyday2013.....

5. Sumanthri Samarawickrama, Sri Lanka
Development of a typeface from the handwritten Sinhala plakkatens of Sri Lanka

Download Paper:
• sumanthri_typographyday2013.....
• **Watch Video.....**

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1. Introduction
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6. Dr. Iko Avital and Charu Monga, Israel
Śūnyatā Toolbox: From Spaceless Typography to Product Design

Download Paper:
• iko_avital_charu_monga_typographyday2013.....
• **Watch Video.....**

7. Bessemans Ann, Belgium
Matilda: A Typeface for Children with Low Vision

Download Paper:
• bessemans_ann_typographyday2013.....
• **Watch Video.....**

8. Gunnar Vilhjalmsson, United Kingdom
The Ruq'ah style and its role in Arabic typography

Download Paper:
• gunnar_vilhjalmsson_typographyday2013.....
• **Watch Video.....**

9. Dr. Iko Avital, Yaronimus and Alon Weiss, Israel
SHAKSHUKA: From Grafitti Vandalism to Aestheticism by Organic Typo Design

Download Paper:
• iko_avital_yaronimus_alon_weiss_typographyday2013.....
• **Watch Video.....**

10. Dr. Shelley Gruendler, Canada
Type Camp India: Pluralism in Design Education

Download Paper:
• shelley_gruendler_typographyday2013.....
• **Watch Video.....**

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7. References
8. Contact Details

11. K.C. Yeoh, Singapore
Hawking Gawking in Singapore

Download Paper:
• kcyeoh_typographyday2013.....

International Speaker’s Videos:

Sumanthri Samarawickrama, Sri Lanka, **Development of a typeface from the handwritten Sinhala plakkatens of Sri Lanka**

Dr. Iko Avital and Charu Monga, Israel, **Śūnyatā Toolbox: From Spaceless Typography to Product Design**

Bessemans Ann, Belgium, **Matilda: A Typeface for Children with Low Vision**

Gunnar Vilhjalmsson, United Kingdom, **The Ruq’ah style and its role in Arabic typography**

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Dr. Iko Avital, Yaronimus and Alon Weiss, Israel, **SHAK-SHUKA: From Grafitti Vandalism to Aestheticism by Organic Typo Design**

Dr. Shelley Gruendler, Canada, **Type Camp India: Pluralism in Design Education**

Source:
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8. Contact Details

National Speakers

The list of papers was selected for presentation during the Typography Day 2014 Conference.

1. Deshna Mehta, India
From within it, from outside it and from above it

Download Paper:
• deshna_typographyday2014.....

2. Yashodeep Gholap and Ted Harrison, India
Towards a holistic Indic Font design software: Observations from the study of the Devanāgarī font design proces

Download Paper:
• yashodeep_ted_typographyday2014.....
• **Watch Video.....**

3. Jayagovindan Menon, India
Typography: a 'punctuated' interpretation

Download Paper:
• jayagovindan_typographyday2014.....
• **Watch Video.....**

4. Rajendra Bhimraoji Thakre, India
Reviving Modi Script

Download Paper:
• rajendrathakre_typographyday2014.....

5. Shashidhar Reddy and Nanki Nath , India
Display Type Expressions: The Cultural underpinnings of the Scripts from two Royal Cities of India

Download Paper:
• shashidhar_nanki_typographyday2014.....

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6. Suniti S. Vadalkar, India
Concerns in Typography and Culture – A case-study based on PTG (Primitive Tribal Groups) Kota from the Nilgiris

Download Paper:
• suniti_typographyday2014.....
• **Watch Video.....**

7. Meenaketan Pattnaik, India
Fusion of culture with typographic experiments

Download Paper:
• meenaketan_typographyday2014.....

8. S. Sridhara Murthy and Prof. Jayadhir Tirumalrao, India
GUNJALA GONDI SCRIPT: A NEW TRACING

Download Paper:
• sridhar_typographyday2014.....
• **Watch Video.....**

National Speaker's Videos:

Yashodeep Gholap and Ted Harrison, India, **Towards a holistic Indic Font design software: Observations from the study of the Devanāgarī font design proces**

Jayagovindan Menon, India, **Typography: a 'punctuated' interpretation**

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Suniti S. Vadalkar, India, **Concerns in Typography and Culture – A case-study based on PTG (Primitive Tribal Groups) Kota from the Nilgiris**

S. Sridhara Murthy and Prof. Jayadhir Tirumalrao, India, **GUNJALA GONDI SCRIPT: A NEW TRACING**

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3. National Speakers
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5. Poster Presentations
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8. Contact Details

Student Speakers

The list of papers was selected for presentation during the Typography Day 2014 Conference.

1. Pathum Egodawatta, Sri Lanka
Other-Letter; A hybrid of Sinhala and Tamil Scripts

Download Paper:
• pathumego_typographyday2014.....
• **Watch Video.....**

2. Chethya Munasinghe, Sri Lanka
Lankan Arts In A Font

Download Paper:
• chethya_munasinghe_typographyday2014.....

3. Dhvanil Patel and Ojas Deshpande, IIT Guwahati, India
Technique for optimization of font color in subtitling of modern media

Download Paper:
• dhvanilpatel_ojas_typographyday2014.....

4. Mohammad Shahid and Dr. D. Udaya Kumar, IIT Guwahati, India
Title design in Hindi & Bengali film posters

Download Paper:
• mohammad_shahid_udaya_kumar_typographyday2014.....
• **Watch Video.....**

5. Jalpa Shah, India
'Babuchak' - Gujarati Display Font

Download Paper:
• jalpas_typographyday2014.....
• **Watch Video.....**

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Student Speaker’s Videos:

Pathum Egodawatta, Sri Lanka **Other-Letter; A hybrid of Sinhala and Tamil Scripts**

Mohammad Shahid and Dr. D. Udaya Kumar, IIT Guwahati, India, **Title design in Hindi & Bengali film posters**

Jalpa Shah, India, **‘Babuchak’ - Gujarati Display Font**

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Poster Presentations

International Speakers:

1. Shayna Blum, Saudi Arabia
Bilingual Typography in Globalized Middle Eastern Culture

Download Paper:
• shayna_blum-typographyday2014.....

2. Cassie Hester and Meaghan Dee, USA
Typographic, Interactive Installations as Vehicles for Cultural Expression

Download Paper:
• cassie_hester-typographyday2014.....

3. Thomas Milo, Netherlands
The Qur'ān Project

Download Paper:
• tmilo_abstractupload-typographyday2014.....

4. Rikke Hansen, Denmark
Methods approaching teaching typographic design

Download Paper:
• rikke_hansen-typographyday2014.....

5. Jeff Pulaski and Joey Hannaford, USA
International Type Throw-Down. Learning about type through friendly competition

Download Paper:
• Jeff_Pulaski_Joey_Hannaford-typographyday2014.....

6. Maryam Hosseinnia, Kuwait
COOKING CULTURE

Download Paper:
• maryamh-typographyday2014.....

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National Speakers:

1. Ashok Gopal Parab, India
Living With Lipi (Innovative Applications of Typography & Culture)

Download Paper:
• ashokgparab-typographyday2014.....

2. Anitha, India
Thank You Culture You Gave Us Type

Download Paper:
• anitha-typographyday2014.....

3. Ishan Khosla, India
Typecraft: Creating Contemporary Typefaces from Traditional Culture

Download Paper:
• ishan-typographyday2014.....

Student Speakers:

1. Sonika Gondval, India
Type Design: Case Study of a Signage Typeface for an Institute of Technology in India

Download Paper:
• sonika-typographyday2014.....

2. Varsha Singh, India
Street painting in Varanasi, India

Download Paper:
• varsha_singh-typographyday2014.....

3. Dhvanil Patel and Sanuj Sharma, IIT Guwahati, India
Method to create personalized fonts based on a person's handwriting

Download Paper:
• dhvanilpatel_sanuj-typographyday2014.....

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Video

Sumanthri Samarawickrama

Dr. Iko Avital and Charu Monga

Bessemans Ann

Gunnar Vilhjalmsson

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Dr. Shelley Gruendler

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Yashodeep Gholap and Ted Harrison

Jayagovindan Menon

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Pathum Egodawatta

Mohammad Shahid and Dr.D.Udaya Kumar

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Jalpa Shah

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References

For more details please click on the following link:

For more details please click on the following link:
- https://www.typoday.in/2014/index.html
- https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w
- https://www.youtube.com/watch?v=SZZFXM7I9-0&list=PLBJBKlj6FxG_cx3FHuLRR0Kw9SaAOXp9H

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Contact Details

Typography Day 2014 conference was organized by Symbiosis Institute of Design, Pune.

You can get in touch with us at typographyday[at]gmail.com

For more details please click on the following link:
http://www.typoday.in/2014/index.html

You can write to the following address regarding suggestions and clarifications:

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